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A radio talk by W. W. Vincent, chief, Western District, Food and Drug Administration, delivered Thursday, Sept. 4 through stations KGO, San Francisco, KFI Los Angeles, and KHQ, Spokane, at 9:45 a.m. Pacific Standard Time.

Good Morning, Label Readers! Well, we've had a long warm summer, spent our vacations, and now must get back to work. I wonder how many of you gave consideration to the fact your Federal Food and Drugs Act was protecting you in the course of your vacation. Were you thankful for the purity and quality of the canned foods, the bottled beverages and other food commodities you took along? Did you stop to think that because of their proper branding you knew and got exactly what you wanted? I wonder if you read the labels on the beverages. Some people don't. Let me tell you of an instance. This is true, Government records in my possession prove it true.

A few years ago a manufacturer was offering a product to the public under a labeling which would indicate it an orange juice drink. It was misbranded. It was an imitation orange product, consisting of artificially colored orange oil and vegetable gum, together with tartaric acid and water. We were searching for witnesses who would testify that the labeling of the product conveyed to them the impression the product was an orange juice drink. In the City of Washington was discovered a case, in which a physician had prescribed orange juice as necessary in the diet of two ailing children. The mother, in attempting to carry out the physician's orders purchased a product similar to that described, and was daily giving it to the children in the belief that she was complying with the doctor's orders. My friends, that manufacturer defrauded that mother and committed a crime against the health of those children, who were entitled to a diet such as the doctor ordered. However, had that mother been a discriminating buyer, and read her label carefully, she could not have believed she was getting a pure orange juice.

You remember, last week I promised to make you a discriminating drinker, that is, providing you would read the label. Now, I shall talk of only legal beverages, the non-alcoholic ones. They are very important. I have just noted in a trade journal that during the year ending December, 1928, there was in the U.S. a production of 6,643,000,000 decorated bottle caps. That means over six billion bottles of legal beverages sold in the United States for that year. Their estimated value was over 220 millions of dollars. I have seen estimates on the consumption of bottled non-alcoholic beverages set at 11,000,000,000 bottles for the year 1930. Let us compromise. Say there are consumed annually a total of eight billion bottles in the United States. That means, based on an estimated population of one hundred and twenty million people, that each and everyone of you consumes sixty six bottles in the course of one year. My friends, the bulk of those beverages are consumed by your children. Now, I am sure you will agree with me when I say this matter is important.

There are many types of beverages on the market. We will start our consideration of beverages with the most important, important because of greatest distribution and, further, because consumed principally by children. I refer to the so-called Soda Warer or "Pop". These products, the cheapest of their kind, generally contain a sugar sirup, fruit acid, artificial color and true or imitation fruit flavor. The Lime, Lemon and Orange flavors generally are

Journal of Management Studies, 37(6), 809–826.

derived from the oil in the peels of the fruit. A few bottlers of soda water do use pure fruit juices but even when they do the products can hardly be classed as fruit juice beverages because their character is determined principally by other ingredients. Most of the cap or bottle labels to be found on the fruit flavored varieties of soda water or pops you will note bear the words "Imitation", or "Artificially Flavored and Colored". In this class are beverages of a non-fruit type such as Cream Soda, Root Beer, Birch Beer, Sarsaparilla and Ginger Ale, and, in addition, those sold under fanciful or copy-righted names to which little or no meaning can be attributed. In this latter class are to be found a few of the stimulant types, those which contain caffeine. We hold that under the Food and Drugs act the presence of added caffeine should be plainly declared upon the bottle labels, so that you and your children may know what type of beverage you and they are drinking. However, the status of Caffeine bearing soft drinks under the act has not been determined in a final way by the courts.

Some bottlers are not placing labels upon their bottled beverages. What information they give is in very small type on the cap label or perhaps the glass is of special manufacture and has blown therein the net contents statement, which the law makes mandatory, and, in addition, possibly the name of the product, together with that of the manufacturer. The fact that Pop bottles do not always find their way back to the original owners, and usually when served the cap is removed before being offered to you, is sufficient reason for my not buying unlabeled soda water. I once worked in a Soda Pop factory. Now, this type of product serves a good purpose. It is refreshing, and when properly made, is wholesome, and has some food value. However, it should come to you labeled for what it really is and not for what some bottlers would like to have you think it is.

The second class of beverages to be considered is the so-called fruit "Ades", sometimes called Punches and Smashes; watered and sweetened fruit juices frequently acidulated and perhaps carbonated. They are enjoying a wide exploitation at the present moment, especially those of the citrus type. You see reference to them as "Orange Dry", "Limeade", or "Rickeys". Most of them contain around 15 to 20% of fruit juice, the balance being sugar and water. If carbonated, the label bears the word "Sparkling" or "Carbonated." If you read the labels carefully you will frequently observe that reference is made to the addition of tartaric or citric acid, or perhaps lemon juice has been added, these constituents being added for the purpose of giving character or flavor. Therefore, when buying beverages of this type read the labels carefully. If you find the words "Artificial Color", "Sugar added", or "Fruit acid added", you will know the incorporation of those ingredients was necessary because of fruit juice deficiency. Where the products merely bear the name "Orangeade", "Grapeade", "Limeade" or "Lemonade" you may be assured they consist of but pure juice of the particular fruit named, together with sugar and water.

My third general class for consideration is the pure fruit juice. You are offered today in bottles the juice of apples, grapes, loganberry, pineapples, oranges, grapefruit, limes, lemons and pomegranates and several mixed fruit juices. In addition, there is tomato juice and sauerkraut juice in bottles and cans. Where no explanatory statements with regard to composition appear you may believe with reasonable assurance that the products are the pure juices as named. I use the word reasonable because it requires constant vigilance to keep some manufacturers from adding water to their fruit juices. Your Food and Drug agents within the past year caught ~~three~~ manufacturers in my district who were adding water to their bottled grape juice.



In very acid fruits, such as loganberries, and because of variation in natural sweetness, certain manufacturers standardize their juices by the addition of sugar, and where such is done, the label bears the words "Sugar added" or "Sweetened with sugar". It sometimes is desirable to dilute them a little in which case the phrase will be amplified to read "Sugar and water added", providing the dilution is not great. If permitted preservatives such as benzoate of soda or sulphur dioxide are added you will find label declaration of that fact. Either pasteurization of, or the use of chemical preservatives in fruit juices, is necessary in order to prevent spoilage. Pasteurization is accomplished at such temperature figures that frequently the flavor of the juice is altered. By the use of chemical preservatives, the necessity for pasteurization may be eliminated, or a partial pasteurization may be effected at such temperatures as will not alter the fruit flavor.

You may encounter another class of bottled beverages, the so-called "Beverage-Base" products, intended for home use in the manufacture of Punches or "Ades". They are offered you in small bottles of one or two ounce size and the directions generally indicate they are intended for the manufacture of a gallon of Punch. Sometimes the base of these products is a fruit juice, to which has been added the volatile oil or aromatic principle distilled from other fruit of the variety specified upon the label but frequently the base consists merely of a strong artificially colored solution of citric or tartaric acids. Since their use contemplates dilution they generally contain added acid, together with certified color, and you will find reference to that upon the label. If benzoate of soda, or other chemical, has been employed as a preservative in lieu of pasteurization the label will indicate the fact.

There are other classes of beverage preparations offered to you in concentrated, liquid and powdered form for the manufacture of beverages in the home. Also the non-alcoholic cordials. The principles I have outlined to you will serve as your guide in the reading of the labels on those preparations.

You should know that the Federal Food and Drugs Act prohibits the use of saccharin in foods and a number of beverage products have been proceeded against because of the substitution of that product for sugar. Saccharin is a coal tar product with a sweetening power five hundred times as great as sugar. It has no food value and is believed deleterious to health. You might some time encounter the word "Saccharin" upon the label of products sold locally because I believe several of the states permit its use in beverage products, providing the label bears a declaration of that fact.

Certain manufacturers are inclined to handle the truth loosely with respect to the therapeutic claims they make for their fruit juices or fruit juice products. Remember, in my health food talk I told you the law demands that all statements with respect to the composition of products, as well as all statements with regard to their therapeutic effect, must be fully warranted. Imagine a manufacturer of an adulterated grape juice making this claim upon his label:

"Grape juice is a particularly wonderful solvent. It thins and stimulates the blood, opening the way into capillaries already dried and choked up--if the process has not gone too far. By a course of unfermented grape juice treatment, people with sunken eyes, wrinkled skins, and poor complexions, become plump, ruddy and lively. The increased permeability enables the spirit to manifest more freely and with renewed energy. This grape juice is made in the most sanitary way known."

1. The first part of the paper discusses the importance of the study of the history of the United States. It is argued that a knowledge of the past is essential for a full understanding of the present and for the development of a sound policy for the future.

2. The second part of the paper deals with the question of the rights of the individual. It is shown that the rights of the individual are not absolute and that they must be balanced against the needs of the community.

3. The third part of the paper discusses the question of the rights of the state. It is argued that the state has a duty to protect the rights of its citizens and that it has the right to interfere with individual rights when necessary for the public good.

4. The fourth part of the paper discusses the question of the rights of the nation. It is argued that the nation has a duty to protect the rights of its citizens and that it has the right to interfere with individual rights when necessary for the public good.

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Your Food and Drug agents of course instituted action alleging everyone of those statements was false and fraudulent. This fellow goes into the same class with the man that sells you bran at two hundred dollars a ton for the cure of all the ills to which human flesh is heir.

Sauerkraut juice likewise has been exploited under health considerations the most of which were not justified.

My friends, this concludes my thirteenth talk. If you are interested in receiving this information on how to read beverage labels, or have you not received a copy of my talk on health foods, you may secure it if you write to W. W. Vincent, U. S. Food and Drug Laboratory, San Francisco. It should make you a discriminating buyer.

Next Thursday, should you listen in at this hour, I will tell you something about eggs. Lots of interesting things to know about eggs. Incidentally, I shall tell you a story, and more about how to read labels.

Page 1

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